CAMPAIGN DESIGN TO RAISE AWARENESS TOWARDS LOCALLY PRODUCED ELECTRONIC GADGETS

FINAL PROJECT REPORT

Marvellous Marsel Setiawan

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VISUAL COMMUNICATION DESIGN STUDY PROGRAMME

FACULTY OF ARTS AND DESIGN

MULTIMEDIA NUSANTARA UNIVERSITY

TANGERANG

2025

CAMPAIGN DESIGN TO RAISE AWARENESS TOWARDS LOCALLY PRODUCED ELECTRONIC GADGETS

FINAL PROJECT REPORT

Written as a Requirement to Obtain the degree

Bachelor of Design (S.Ds.)

Marvellous Marsel Setiawan

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VISUAL COMMUNICATION DESIGN STUDY PROGRAMME

FACULTY OF ARTS AND DESIGN

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TANGERANG

2025

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FOREWORD

Praise be given to God Almighty for his gift and opportunity provided to carry out this final project report titled “Campaign Design to Raise Awareness Towards Locally Produced Gadget Products”. By His blessings, the author managed to follow every stage of this final project process well with maximum efforts and maximum results just right at the appointed time.

This report is compiled from the experiences and results of this final project journey by the author for 4 months of progress. Every knowledge, learnings, experiences, and observations that the author had received had been poured out into this one complete final report. This report is intended for colleagues and fellow students who will be doing their final project journey.

Through this opportunity, the author would like to thank all parties who have given support, direction, and prayers during this final project, especially written:

1. Dr. Andrey Andoko, as the Chancellor of Multimedia Nusantara University.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as the Dean of the Faculty of Art and Design, Multimedia Nusantara University.
3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of Visual Communication Design Study Programme, Multimedia Nusantara University.
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7. Family members that had given both material and moral support, so that the author can complete this final project.
8. Partner and companion, Natasha Mendrofa, who has given moral and material support during the process of completing this final project.

9. Friends and colleagues who have helped in the process of this final project from the beginning until the end,

It is hoped that this report that has been compiled can act as a reference and inspiration for final project candidates that will take a similar design outputs or related topics. The author hopes that every word and phrase written could new insights and learnings that is full of information, from the techniques of designing a campaign, finding information, and conducting research sessions, to creating designs and output for the result of this final project.

The author apologises for any errors in the writing or in the choice of words poured into this final project report. Hopefully, this written final project report can provide the greatest possible benefits to readers. Thank you.

Tangerang, 6 January 2025

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CAMPAIGN DESIGN TO RAISE AWARENESS TOWARDS LOCALLY PRODUCED ELECTRONIC GADGETS

(Marvellous Marsel Setiawan)

ABSTRACT

The gadget market in Indonesia has been dominated by global brands and imported products, this causes a lot of issues in the industry, issues such as locally produced gadgets having difficulties in competing against global brands and distrust from consumers towards local gadgets. Various parties have made efforts into increasing the competitiveness of local products, such as policies and regulations set by the government or promotion and marketing efforts done by third party marketplaces. But none of these methods that was done were successful in reaching their goals due to various issues and gaps in their strategies. In order to find more information and data regarding the state of local brands in the gadget market, the perception of people towards local brands, and creating an effective and efficient campaign, the author conducted comprehensive interviews, a focus group discussion, and a widespread questionnaire. This campaign design is carried out as an effort to increase the Indonesian people's awareness towards local gadgets and change the perception that local products weren't able to compete with global brands. The main media for this campaign will be a website that provides information about existing local products and attempts to persuade participants of this campaign to try and use locally produced gadgets. Lesson learned from this final project includes the understanding and knowledge around gadgets, particularly from local brands in Indonesia, organising a social campaign, and building a website as the main media for spreading information, calling an action, and persuading consumers.

Keywords: gadgets, electronic devices, local products, campaign, website

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PERANCANGAN KAMPANYE UNTUK MENINGKATKAN KESADARAN MASYARAKAT TERHADAP GAWAI ELEKTRONIK PRODUKSI LOKAL

(Marvellous Marsel Setiawan)

ABSTRAK (Bahasa Indonesia)

Pasar gawai di Indonesia telah didominasi oleh merek asing dan produk impor, hal ini mengakibatkan beberapa permasalahan pada industri TI, isu seperti gawai produksi lokal yang kesulitan untuk bersaing dengan merek global dan ketidakpercayaan konsumen terhadap gawai lokal. Berbagai pihak telah melakukan upaya untuk meningkatkan daya saing produk lokal, seperti kebijakan dan peraturan yang ditetapkan oleh pemerintah serta upaya promosi dan marketing yang dilakukan oleh pasar pihak ketiga. Tetapi, tidak ada upaya yang berhasil dalam mencapai tujuan, dikarenakan adanya beberapa masalah dan kekurangan dalam strategi yang diterapkan. Untuk mendapatkan informasi dan data lebih lanjut mengenai kondisi produk merek lokal dalam pasar gawai, persepsi masyarakat terhadap merek lokal, dan bagaimana menciptakan kampanye yang lebih efektif dan efisien, penulis mengadakan beberapa interview yang mendalam, sebuah focus group discussion, dan penyebaran kuesioner. Perancangan kampanye ini dilakukan sebagai suatu upaya untuk meningkatkan kesadaran masyarakat Indonesia terhadap gawai lokal, dan mengubah persepsi bahwa produk lokal tidak bisa bersaing dengan produk global. Media utama dari kampanye ini merupakan sebuah website yang menyediakan informasi mengenai produk lokal yang ada dan melakukan persuasi agar partisipan kampanye ini menggunakan gawai produksi lokal. Pembelajaran yang didapatkan dari tugas akhir ini di antara lain memahami ilmu seputar gawai, terutama dari merek lokal di Indonesia, mengorganisir sebuah kampanye sosial, dan membuat sebuah website sebagai media utama dalam penyebaran informasi, mendorong aksi, dan persuasi.

Kata kunci: *gawai, perangkat elektronik, produk lokal, kampanye, website*

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